Edition: 3

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INTRODUCTION

Welcome back, everyone!

In this edition, I will discuss marketing, marketing tips, print-on-demand services, how it works, and a book suggestion.

# MARKETING

First, what is marketing in publishing a written piece of work? Put simply it is the process of converting potential readers into people who will buy your work.

For many authors, especially first time authors, marketing a product can feel daunting due to the many aspects it contains. However, I found this template on <https://buildbookbuzz.com/gift>

Which you can download from my website or have a look at the above website.

In the case of self-published authors, this part of publication can vary in cost. You can hire a professional or do it yourself.

You may have heard this before, but authors need to create a brand. I designed my logo, created my website for free, but any upgrades, plugins, and so on, cost.

There are many services who offer free services such as WordPress, where you can create a “skeleton” website, and improve it over time as your publishing journey progresses.

# MARKETING TIPS

First you need to identify your target audience according to your genre, and its sub-genres. Sub-genres can be used as keywords. I write fantasy (aimed at 18+), and my keywords are:

* Epic Fantasy
* Low Fantasy
* Mythical Realism
* Magic and Sorcery
* Medieval Fantasy
* Romance
* Horror

Keywords are useful in increasing sales for readers use them to search for books they like using a search engine.

Another great tip I found is creating a promotional video. This can be a box opening, a reading of a chapter, or a virtual video using the cover of your book.

I hired a professional cover designer, thus I could use the cover, and the 3D mock up to produce such a video. This is a website I found that looks great: [www.makewebvideo.com](http://www.makewebvideo.com)

There are too many tips to state in this edition, but you can do your own research into marketing. But the FREE download on my website includes a book marketing plan.

# PRINT ON DEMAND

The definition of Print on Demand is: a system or process where single copies or small numbers of a text are printed to order, which typically is done via digital technology.

The most common ones are Amazon KDP (Kindle Direct Publishing), IngramSpark, Barnes and Noble, and there are many others.

All of the companies have different distribution methods, and shipping and compensation costs. Check the website for the information, and fine print.

HOW IT WORKS

You work with a supplier/publishing service, and sell the product on a per-order basis under your own brand.

You don’t pay for the cost until the product is sold, so there is no need to buy in bulk or hold any inventory yourself.

However, when retailers don’t sell all the order, you have to decide on whether to have them returned, which has costs such as shipping, or have them destroyed. Check the guidelines of the publishing service to see what outcome these two options have.

BOOK SUGGESTION

Another author who I frequently buy books is Trudy Canavan. There are three books in the “Black Magican”. Book 1 is titled “Magicians’ Guild”.

Book 1 involves a Magicians’ Guild who preform an annual purge of those considered as “vagrants”, “urchins”, and “miscreants”. But the shield the Masters have created is considered impenetrable. However, the protagonist, Sonea, soon makes them think otherwise.

I found the protagonist, Sonea, and her journey through realising she has a gift, but is untrained, thus risks herself, and the city where she resides, captivating. There are so many twists and turns in the book, and the series that it made me read all three quickly.

Have a read of Trudi Canavan’s novels. She writes stories that will interest those who love fantasy.

FRIENDLY GOODBYE

It’s been wonderful to write this edition, and I hope, my fellow readers, writers, and authors, enjoyed reading this new edition!

Until next time: keep reading, and creating wonderful stories!